

Davis County Economic Development Strategy

Goals	Objectives <i>Measures of Success</i>	Critical Strategies	Implementation
1. Retain and Expand Businesses Retain and expand existing businesses in the County	Businesses Visits Conduct visits to existing businesses Jobs Expanded Increase the jobs in existing businesses by .5% above the population increase	<p>1.1 <u>Leadership Visits</u> Conduct visits to existing business owners to asses what can be done to meet the needs and assist the growth of current businesses.</p> <p>1.2 <u>Business Development Fund</u> Utilize the Davis County Business Development Fund to foster expansion of existing businesses.</p> <p>1.3 <u>Business to business promotion</u> Promote the support of county businesses by encouraging patronage from county businesses.</p> <p>1.4 <u>Quick Response Initiative to Business Re-Locations</u> Organize a “Quick Response” initiative focused on keeping businesses in the county that may be considering or are in the process of re-locating their operations outside of the county.</p>	<p>County DEAC/ Chamber</p> <p>County</p> <p>County</p> <p>County/ DEAC</p>

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<p>2. Attract businesses that increase jobs and wages</p> <p>Attract businesses to the County that increase jobs and wages and which diversify the economy into composites, aerospace defense, technology, and consumer goods and services</p>	<p>Increase Jobs Increase new jobs annually by a rate of .5% above the County population increase</p> <p>Increase Wages Increase wages from businesses locating in the county at a rate equal to the COLA for the first two years, and there after 1% a year.</p>	<p>2.1 <u>Lead Agency</u> Clearly define which agency(ies) will take the lead in carrying out the attraction initiatives.</p> <p>2.2 <u>Targeted Industry Marketing Campaign</u> Undertake with the state and other relevant partners a marketing campaign focusing on all targeted sectors.</p> <p>2.3 <u>Partnership with Business Attraction Initiatives</u> Establish partnerships with regional and statewide initiatives focused on attracting businesses into the County.</p> <p>2.4 <u>Effective and Timely Response to All Business Leads</u> Implement an effective effort to respond to and follow up on all business leads in a timely fashion. Proactively generate business leads in the top twenty five companies in each sector targeted.</p> <p>2.5 <u>Aggressive Incentive Offerings</u> Design an aggressive set of incentives that can be offered by the state, cities and county to targeted businesses locating in the county.</p> <p>2.6 <u>Market Analysis</u> Conduct a market study to identify businesses that are suppliers to all targeted sectors and which can be attracted to the area.</p> <p>2.7 <u>Transportation/ Infrastructure</u> Develop Transportation and infrastructure improvements to promote economic development.</p>	<p>County</p> <p>County, State Agencies</p> <p>County, State Agencies, Chamber</p> <p>County, City, Chamber,</p> <p>State, Cities, County</p> <p>County, Chamber , State</p> <p>COG, WFRC, County</p>

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3. Create New Businesses Foster the entrepreneurial development of new growth and high growth businesses formed by County entrepreneurs.	Businesses Created Create annually 35 growth and high growth businesses Maintain Businesses Created Increase the survivability of businesses created by 5% over a five year period	<u>SEED Weber/Davis/Morgan</u> Support the strategies that have been designed by the tri-county project to stimulate the expansion of entrepreneurial development. (See SEED Weber/Davis/Morgan Final Strategy)	
4. Business Park Development Proactively designate, set aside and develop adequate land for industrial and business parks	Designate Industrial Park Strategic Locations and then preserve the area Acquire 75 acres of potential industrial park land in two years Develop Industrial Park Infrastructure in Strategic Locations Achieve 50 acres of developed industrial park land in two years	4.1 <u>Compile Industrial Park Development Plan</u> In coordination with the cities, compile a long range, county wide master plan defining where park development could occur focusing mainly on major transportation corridors and looking for cluster opportunities. 4.2 <u>Park Development Funding Mechanisms</u> Implement a variety of funding mechanisms for park development including Industrial Development Bonds, EDA's, RDA's, CDA's, special districts and private funding. 4.3 <u>Land Acquisition Initiatives</u> Identify targeted sites and work directly with land owners to acquire land. Cities broker land assembly between owners and developers.	DEAC/ COG/ County Cities and County Private Developers Cities and County

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<div>5. Increase Economic Development Capabilities</div> <div>Increase the economic development capacity available within the County</div>	<div>Economic Development Budget</div> <div>Encourage each city and the county to identify in their annual budget a dedicated line item for economic development programs and initiatives.</div>	<div>5.1 <u>Davis Economic Advisory Council</u> Establish the Davis Economic Advisory Council (DEAC) under the supervision of COG Inc. comprised of public and private sector representatives to oversee all economic development initiatives.</div> <div>5.2 <u>Explore EDCU Partnership</u> Explore a marketing partnership with the EDCU and Davis County member entities that makes available capabilities for marketing to aerospace and composite businesses. .</div> <div>5.3 <u>Full Time County Economic Development Effort and Leadership</u> Maintain a full time equivalent capacity within the County dedicated to supporting economic development programs.</div> <div>5.4 <u>Consolidate and Coordinate All Public and Private Economic Development Programs and Resources</u> Coordinate all programs and resources for Economic Development, including Government, Education, Chamber of Commerce and other interested entities in order to mitigate duplication.</div> <div>5.5 <u>Empower Program Coordination</u> Empower the Davis Economic Advisory Council to create momentum by coordinating economic development programs</div> <div>5.6 <u>Explore Forming Alternative Economic Development Programs</u> Explore forming within the county alternative economic development programs that incorporate the good ideas and best practices from such alternatives as WEDCorp and other such programs.</div>	<div>COG</div> <div>County</div> <div>County</div> <div>DEAC</div> <div>COG</div> <div>County</div>

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6. Countywide Cooperation and Commitment Achieve county wide commitment to the economic development and commitment to support it.	Annual Strategy Review and Update Annually review, as a county, the Economic Development Strategy	<p>6.1 <u>Regular Reports and Information</u> Report monthly the efforts and progress of the County DEAC programs to the COG and as needed to other related Community Organizations.</p> <p>6.2 <u>Bi Annual County/City Planning Commission Economic Development Meetings</u> Conduct a bi-annual meeting of the city and county planning commissions to enhance better coordination and consistency on economic development programs.</p> <p>6.3 <u>Annual City Economic Development Leadership Forum</u> Annually conduct a forum of the mayors, city council members and other interested groups to enhance coordination and commitment to economic development and hold this in conjunction with the Northern Utah Business and Economic Summit.</p> <p>6.4 <u>Coordination of Various Entities</u> Coordinate through DEAC the involvement of the Chambers, cities, COG, EDCU, DATC, Defense Alliance, UBID, USTAR and the DBA.</p>	<p>DEAC/ COG</p> <p>DEAC COG</p> <p>DEAC COG</p> <p>DEAC</p>

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7. Quality of Life is Economic Development Ensure a high quality of life as the core element of all economic development efforts.	New Park Development Increase acreage dedicated to public parks over the next five years Healthier Life Styles Improve healthy life style of county residents	<p>7.1 <u>Community Safety</u> Continue to foster the cooperative relationships for fire, policing etc. to ensure community safety.</p> <p>7.2 <u>Develop Legacy Parks</u> Encourage development of large “Golden Gate” type area that encompasses multiple facilities for variety of activities i.e. trails, soccer, horseback riding and large areas for big events such as “Heritage Days.”</p> <p>7.3 <u>Cultural Arts Development</u> Encourage cities to support cultural development and foster the infusion of funds from private industry for cultural related facilities i.e. museums focusing on something indigenous to the area. Coordinate the cities cultural initiatives by hosting a “Quality of Life Summit” comprised of those individuals within each city responsible for cultural events.</p> <p>7.4 <u>Walkable Communities and Trails</u> Continue the development of walkable communities and promote cooperation for connecting each city with trails and pathways.</p>	<p>City Councils/ City Managers, police chiefs</p> <p>COG/ Regional committee</p> <p>DEAC</p> <p>County and Cities</p>